



press release

Press release

For immediate release

ZOOMMED'S "ZRx PHARMA", THE NEW COMMUNICATION MEDIA CREATES CONSENSUS AMONG CANADIAN PHARMACEUTICAL CORPORATIONS

Montreal, October 8, 2009 - ZoomMed Inc. (TSX-Venture Exchange: ZMD), developer of the **ZRx Prescriber** intended for physicians, The **e-Pic communication network** and the **ZRx Pharma** intercommunication system is proud to announce the signing of multiple agreements with different Canadian pharmaceutical corporations, for the use of ZoomMed's new pharmaceutical information communication tool, known as the "**ZRx Pharma**".

The aggregate amount of those contracts represents 1 million dollars since the beginning of its fiscal year started June 1st, 2009. To this day, 11 Pharmaceutical Corporations are using the **ZRx Pharma** intercommunication system.

"We actually reached a critical mass of 3,000 physicians who have chosen our **ZRx Prescriber** and that number is continuously growing. Reaching this critical mass enables us to tackle the next steps of our business plan, steps that will be marked by important revenue growth coming from pharmaceutical corporations and pharmacy chains." declared Mr. Yves Marmet, President and Chief Executive Officer of ZoomMed.

"New pharmaceutical products are launched every year. Unfortunately, physicians have less and less time to meet with pharmaceutical representatives. Wireless Internet connections, the introduction and increased use of pocket computers and smart phones have given rise to a host of solutions that were once unimaginable. Since its launch two years ago, the **ZRx Pharma** intercommunication system is now well recognized as an efficient solution, providing great added values to communication efforts made by small and large pharmaceutical corporations in order to reach physicians" added Mr. Marmet.

About the **ZRx Pharma** system

ZRx Pharma, the new revolutionary communication tool allows information intercommunication between pharmaceutical corporations and physicians using the **ZRx Prescriber**, such as; continuing medical education, new product launches, medical training, major medical alerts, clinical studies and surveys.

About the **ZRx Prescriber**

ZoomMed developed the **ZRx Prescriber**, a technological innovative Web application that enables physicians to use a wireless device, such as the iPod Touch™, iPhone™, other PDA's or computers, to write and rapidly deliver scripts. The **ZRx Prescriber** is quick, efficient and intuitive. Since it is a stand-alone product, it can easily be integrated to any Electronic Medical Record application (EMR).



About the e-Pic communication network

ZoomMed's e-Pic communication network allows intercommunications between physicians who use the **ZRx Prescriber** and pharmacists who are members of the network. Thus, physicians and pharmacists can transfer, capture (scan), and electronically receive prescription information and prescription renewal information through this high speed and entirely secure network.

For further information on ZoomMed, contact Mr. Yves Marmet, President and Chief Executive Officer (450) 678-5457, Ext 228, info@zoommed.com or visit our Web Site; www.zoommed.com.

The TSX Venture Exchange does not assume any responsibility for the adequacy or accuracy of this press release.